

## ORDER



**Orders**  
**Order / Rev:** 708272  
**Alt Order #:** 06289657  
**Product Desc:** CROSSROADS GPS  
**Estimate:** 1953  
**Flight Dates:** 08/23/12 - 08/29/12  
**Original Date / Rev:** 08/21/12 / 08/21/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Crossroads Media/ POL  
**Buying Contact:** Elise Cloyd  
**Billing Contact:**  
 88 Canal Center Plaza Suite 555  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	31	\$65,360.00	\$55,556.00
08/27/12	08/29/12	33	\$57,040.00	\$48,484.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	31	\$65,360.00	\$55,556.00	0.00
September 2012	33	\$57,040.00	\$48,484.00	0.00
<b>Totals</b>	<b>64</b>	<b>\$122,400.00</b>	<b>\$104,040.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/23/12	08/24/12	M-F 6-7a 6-7a 10 News	CM	6-7a	---TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$360.00		0.00			
E 2	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	---TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$360.00		0.00			
E 3	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$360.00		0.00			
E 4	WTSP	08/23/12	08/24/12	M-F 4-5p Dr. Phil	CM	4-5p	---TF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					4	\$800.00		0.00			
E 5	WTSP	08/23/12	08/24/12	7-730p Inside Edition	CM	7-730p	---TF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Advertiser:	Crossroads GPS
Product Desc:	CROSSROADS GPS
Estimate:	1953

**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WTSP	08/23/12	08/24/12	7-730p Inside Edition	CM	7-730p	---TF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	4		\$600.00		0.00						
E 6	WTSP	08/23/12	08/24/12	10 News Special 10 News Special	CM	10 News Special	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,200.00		0.00						
E 7	WTSP	08/23/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	---TF--	:30	2	\$2,600.00	P-2	0.00	NM	2	\$5,200.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$2,600.00		0.00						
E 8	WTSP	08/23/12	08/23/12	Thu Prime C Person of Interest	CM	Thu 10-11p	---T---	:30	2	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	2		\$8,000.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WTSP	08/20/12-08/26/12	Thu Prime C	Thu 10-11p		---Th----	:30	<del>(\$8,000.00)</del>	0.00	NM				
		Credited [mg line 25]													
E 9	WTSP	08/24/12	08/24/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game	----F--	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$800.00		0.00						
E 10	WTSP	08/24/12	08/24/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	----F--	:30	3	\$4,000.00	P-4	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	3		\$4,000.00		0.00						
E 11	WTSP	08/25/12	08/25/12	Sat 7-730p Inside Edition	CM	7-730p	-----S-	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	2		\$600.00		0.00						
E 12	WTSP	08/25/12	08/25/12	NFL Preseason on CBS NFL Preseason on CBS	CM	NFL Preseason on	-----S-	:30	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	2		\$8,000.00		0.00						
E 13	WTSP	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	2		\$1,600.00		0.00						
E 14	WTSP	08/26/12	08/26/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$800.00		0.00						
E 15	WTSP	08/27/12	08/29/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTW----	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTW----	3		\$360.00		0.00						
E 16	WTSP	08/27/12	08/29/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTW----	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTW----	3		\$360.00		0.00						
E 17	WTSP	08/27/12	08/29/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MTW----	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
1 X PER DAY															

Order / Rev: 708272  
 Alt Order #: 06289657  
 Flight Dates: 08/23/12 - 08/29/12

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 1953  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WTSP	08/27/12	08/29/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MTW----	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		1 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3			\$360.00			0.00			
E 18	WTSP	08/27/12	08/29/12	M-F 4-5p Dr. Phil	CM	4-5p	MTW----	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		2 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		6			\$800.00			0.00			
E 19	WTSP	08/27/12	08/29/12	7-730p Inside Edition	CM	7-730p	MTW----	:30	6	\$600.00	P-3	0.00	NM	6	\$3,600.00
		2 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		6			\$600.00			0.00			
E 20	WTSP	08/27/12	08/29/12	10 News Special 10 News Special	CM	10 News Special	MTW----	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
		2 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		6			\$1,200.00			0.00			
E 21	WTSP	08/27/12	08/29/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTW----	:30	3	\$2,600.00	P-2	0.00	NM	3	\$7,800.00
		1 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3			\$2,600.00			0.00			
E 22	WTSP	08/28/12	08/28/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$11,200.00	P-2	0.00	NM	1	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1			\$11,200.00			0.00			
E 23	WTSP	08/28/12	08/28/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$11,200.00	P-2	0.00	NM	1	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1			\$11,200.00			0.00			
E 24	WTSP	08/27/12	08/27/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1			\$8,000.00			0.00			
N 25	WTSP	08/26/12	08/26/12	Sun Prime D The Mentalist	CM	Sun 10-11p	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1			\$8,000.00			0.00			
													Totals	64	\$122,400.00